




MOUNTAINS RECREATION & CONSERVATION AUTHORITY

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MEMORANDUM

TO: The Governing Board

FROM: 
Joseph T. Edmiston, FAICP, Executive Officer

DATE: June 7, 2006

SUBJECT: **Agenda Item VI(c): Consideration of resolution authorizing a sole-source contract with The Arroyo Guild to create an Arroyo Seco Parkway Scenic Byway Organization.**

Staff Recommendation: That the Governing Board adopt the attached resolution authorizing a sole source contract with The Arroyo Guild in the amount of \$22,500 to create an Arroyo Seco Parkway Scenic Byway Organization.

Background: On August 3, 2005, the Board authorized a Cooperative Agreement with the California Department of Transportation (Caltrans) for the purpose of planning and implementing recommendations defined in the Draft Arroyo Seco Parkway National Scenic Byway Corridor Management Plan (CMP). The Cooperative Agreement was finally executed on May 8, 2006.

The Cooperative Agreement grants \$25,000 to the MRCA to create a non-profit Byway Organization. This grant can be renewed for \$25,000 per year for four years. The Byway Organization will be a non-profit organization focused on successful implementation of the CMP, and will become the primary point of contact for community groups, public agencies, and byway travelers. The project will fund hiring a part-time director to establish the organization, create a governing board, create strategic, financial, and long-term plans, and build relationships with byway supporters. Because the Parkway corridor runs through several jurisdictions, there is not an existing agency that is well suited to lead implementation of the CMP. The Board of Directors of the Byway Organization will include representatives of local advocacy groups.

The Arroyo Guild is a strategic communications and project management consulting firm based in the northeast Los Angeles neighborhood of Highland Park. The founder, Nicole Possert, has been integrally involved in the ongoing planning activities for the Arroyo Seco Parkway for several years.